

# GEOTAB®

## GEOTAB HEAVY TRUCK SEGMENT

### Revving Up Sales:

### Driving High-Quality Enterprise Fleet Leads for Geotab's Heavy Truck Segment



### AT A GLANCE

#### Challenges

- Challenging Market: Reaching enterprise heavy truck fleets.
- Niche Targeting: Targeting specific fleet sizes.
- Volume & Quality: Driving leads at scale while maintaining quality.
- Enterprise Focus: Attracting large fleet operators.

#### Benefits

- Lead Growth: **1500+** qualified leads added to the pipeline by year 3.
- Sustainable Flow: Consistent, predictable lead pipeline established.
- Organic Traffic: Increased from **<100 to 1500+ visits/month**.
- Cost-Effective Leads: High-quality leads at an economical cost.
- Brand Visibility: Enhanced visibility and thought leadership.



"It is always a pleasure working with Algorithm Digital Marketing and we have been through some major successful Milestones together over the 6+ years we have worked with them."

**Travis Francis**

ELD & Heavy Truck Segment Manager

### OBJECTIVES

- Increase qualified leads for Geotab's heavy truck segment.
- Focus on enterprise-level fleets.
- Maintain cost-effectiveness and lead quality.

### SOLUTIONS

- Value-Driven Content: Targeted content for enterprise fleets.
- Targeted Paid Search: Reaching key decision-makers.
- Keyword Optimization: High-intent search terms.
- Audience Targeting: Enterprise fleet decision-makers.
- Content Strategy: Buyer journey focused resources.
- Performance Optimization: Continuous monitoring and ROI improvement.
- Lead Nurturing: Engaging and guiding potential customers.

### STRATEGY

- Targeted Paid Search: Optimized campaigns with relevant keywords, audience targeting, and compelling ads.
- Keyword Research: Identifying high-intent search terms.
- Audience Segmentation: Reaching enterprise fleet decision-makers.
- Buyer Journey Content: Valuable resources at each stage.
- Performance Optimization: Continuous monitoring and ROI improvement.
- Lead Nurturing: Engaging and building relationships.
- Integrated Marketing: Combining content and paid search.